

ORDER



Orders	Order / Rev:	722498	Primary AE:	Kristin Waskie
	Alt Order #:	06374854	Sales Office:	T-PHI
	Product Desc:	AKIN FOR SENATE	Sales Region:	NAT
	Estimate:	2906		
	Flight Dates:	10/17/12 - 10/22/12		
	Original Date / Rev:	10/15/12 / 10/15/12		
	Order Type:	Political		
Agency	Name:	Strategic Media Placement LLC		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3946 North Hampton Drive	Billing Cycle:	EOM/EOC
		Powell, OH 432065	Agency Commission:	15%
Advertiser	Name:	Akin,T/R/Senate		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL-US Senate	Order Separation:	00:15:00
	Priority:	P-2	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	21	\$30,600.00	\$26,010.00		October 2012	21	\$30,600.00	\$26,010.00	0.00
					Totals		21	\$30,600.00	\$26,010.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	36%	\$30,600.00
Market	100%	\$85,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	9%	\$7,650.00
KETC	0%	\$0.00
KMOV	23%	\$19,550.00
KNLC	0%	\$0.00
KPLR	1%	\$850.00
KTVI	31%	\$26,350.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/17/12	10/19/12	M-F 6-7A 6-7a	CM	6-7A	-- W-F--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/15/12	10/21/12	-- W-F--		4				\$900.00		0.00			
E 2	KSDK	10/17/12	10/19/12	M-F NBC Today NBC Today 7-9A	CM	7-9A	-- WTF--	:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			

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Advertiser: Akin,T/R/Senate
Product Desc: AKIN FOR SENATE
Estimate: 2906

KSDK

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KSDK

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	KSDK	10/18/12	10/18/12	M-F	10-11A News at 10am	CM	10-11A		---T---	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/15/12 10/21/12 ---T--- 1 \$375.00 0.00																	
Totals															21	\$30,600.00	

Totals 21 \$30,600.00